



WPTV

# ORDER

Print Date 11/15/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision      **315549 /**

Original Date / Revision  
10/22/12    11/05/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

**95-Obama for America OFA Florida**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep            00:20:00

Estimate #            **1897**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A35+

Rev Codes           POL            POL            CAND

Product Codes    PL

Priority                FX

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	28	\$25,840.00	\$30,400.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$25,840.00</b>	<b>\$30,400.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	28	\$25,840.00	\$30,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 11	WPTV	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$1,200.00		0.00			
		Week: 11/06/12	11/12/12	-T-----		1				\$1,200.00		0.00			
E 13	WPTV	10/30/12	11/05/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S		1				\$425.00		0.00			
E 16	WPTV	10/30/12	11/06/12		CM	11a-12p	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00





**WPTV**

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Contract / Revision    **315549**    Flight Dates **10/30/12-11/06/12**    Hiatus Dates  
Original Date / Revision    10/22/12/ 11/05/12    Order Sep    00:20:00  
Advertiser    **Obama / Democrat / Presid**    Product **95-Obama for America OFA Estimate # 1897**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 34	WPTV	10/30/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$650.00	FX	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	- TWTF--	2		\$650.00		0.00					
E 35	WPTV	10/30/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$575.00	FX	0.00 NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	- TWTF--	1		\$575.00		0.00					
Week:		11/06/12	11/12/12	- T-----	1		\$575.00		0.00					
E 36	WPTV	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$1,600.00	FX	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	1		\$1,600.00		0.00					
E 37	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	2	\$950.00	P-1	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	2		\$950.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WPTV	10/30/12-11/05/12		M-F 530-6p		530-6p	MTWThF----	:30		<del>(\$950.00)</del>		0.00 NM		
See MG 37.5 [equal access]														
5	NPTV	11/02/12-11/02/12		M-F 5-530p		5-530p	-----F----	:30		\$950.00		0.00 NM		
Ⓜ MG for 37.3 11/02														
E 38	WPTV	10/30/12	11/04/12	M-F 630-7p M-F 630-7p	CM	630-7p	- TWTF--	:30	1	\$3,000.00	FX	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- TWTF--	1		\$3,000.00		0.00					
E 39	WPTV	10/30/12	11/05/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$600.00	P-1	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WPTV	10/30/12-11/05/12		Sa 7p News		7-730pm	-----Sa--	:30		<del>(\$600.00)</del>		0.00 NM		
See MG 39.4 [Sports Late-Run]														
4	NPTV	11/06/12-11/06/12		M-F 4p-5p		4-5p	- T-----	:30		\$600.00		0.00 NM		
Ⓜ MG for 39.3 11/03 sports late run														
E 40	WPTV	10/30/12	11/05/12	Monday Prime C Revolution	CM	10-11p	M-----	:30	1	\$1,800.00	P-1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	M-----	1		\$1,800.00		0.00					
E 43	WPTV	10/30/12	11/05/12	Thursday Prime C rock center	CM	10-11p	--- T---	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	--- T---	1		\$2,500.00		0.00					
E 46	WPTV	10/30/12	11/05/12	Saturday Prime C law&order:svu	CM	10-11p	-----S-	:30	1	\$425.00	FX	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$425.00		0.00					



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Contract / Revision    **315549**    Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/22/12/    11/05/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **95-Obama for America OFA**    Estimate #    **1897**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 46	WPTV	10/30/12	11/05/12	Saturday Prime C law&order:svu	CM	10-11p	-----S-	:30	1	\$425.00	FX	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$425.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	WPTV	10/30/12-11/05/12		Saturday Prime C	10-11p		-----Sa--	:30	<del>(\$425.00)</del>	0.00	NM			
See MG 46.4														
4	NPTV	11/03/12-11/03/12		NBC Saturday Prime	9-11p		(9:00 PM-11:00 PM)-----Sa--	:30	\$425.00	0.00	NM			
Ⓜ MG for 46.3 11/03														
[pgm change to Movie: Rudy]														
													Totals	28 \$30,400.00